

Amendments to the Claims:

Please amend the claims, such that the pending claims read in accordance with the following listing of claims:

1. (Original) A system of facilitating the dissemination of information comprising:
a target comprising:
a display that is visible to a plurality of interested users;
a memory assembly for storing a URL for a web-site related to the display;
a transmitter assembly adapted to transmit the URL; and
an identifier that indicates to the plurality of users that the target comprises the memory assembly and transmitter,

whereby a respective interested user upon seeing the display and graphic identifier may use a respective hand-held transceiver to receive the URL transmitted by the target and selectively activate the URL independent of the target.

2. (Currently Amended) The system according to claim 1, wherein the information display is an advertisement electronic display, an icon resides on the electronic display, and information in the icon is accessible with an air mouse to place the URL into the browser of the user's home computer.

3. (Currently Amended) The system according to claim 2 ~~1~~, wherein the ~~transmitter assembly comprises a radio frequency transmitter or an infrared transmitter~~ icon appears on a television commercial and the URL is utilized for an instant purchase to be billed according to information stored in the hand-held transceiver.

4. (Original) The system according to claim 1, wherein the transmitter is an active transmitter, whereby the URL is substantially constantly available to the plurality of interested users.
5. (Original) The system according to claim 1, wherein the transmitter is a passive transmitter, whereby the respective hand-held transceiver is adapted to provide energy that activates the transmitter.
6. (Currently Amended) The system according to claim 1, wherein the hand-held transceiver is a cellular phone, personal data assistant, or laptop computer adapted to enable auto-dial of at least one phone number embedded with the URL transmitted by the target.
7. (Original) The system according to claim 1, wherein the URL is a specific embedded page of a website.
8. (Original) The system according to claim 1, wherein the URL is received by a respective hand-held transceiver operated by respective interested user only when the respective interested user initiates communication with the transmitter, whereby the URL is selectively received.
9. (Original) The system according to claim 1, wherein the URL is transmitted with a filtering code adapted to be used in a respective hand-held transceiver to avoid receiving interference or incorrect information.
10. (Currently Amended) The system according to claim 1, wherein the URL ~~may be received, previewed, stored, activated, or transferred by a respective user using a~~ is targeted to a male or female depending on information in the respective hand-held transceiver.

11. (Original) A system of facilitating the dissemination of information comprising:
a target comprising:
a display that is visible to a plurality of interested users;
a memory assembly for storing URL of a website related to the display;
a transmitter assembly adapted to transmit the URL; and
an identifier that indicates to the plurality of users that the target comprises the memory assembly and transmitter; and
a hand-held transceiver;
whereby a respective interested user upon seeing the display and graphic identifier may use the hand-held transceiver to receive the URL transmitted by the target.
12. (Currently Amended) The system according to claim 11, wherein the information display is ~~an advertisement~~ a clothing display and the clothing is enabled to transmit the URL.
13. (Original) The system according to claim 11, wherein the transmitter assembly comprises a radio frequency transmitter or an infrared transmitter.
14. (Currently Amended) The system according to claim 11, wherein the transmitter is an active radio frequency tag ~~transmitter~~, whereby the URL is substantially constantly available to the plurality of interested users.
15. (Currently Amended) The system according to claim 11, wherein the transmitter is a passive radio frequency tag ~~transmitter~~, whereby the respective hand-held transceiver is adapted to provide energy that activates the transmitter.

16. (Original) The system according to claim 11, wherein the hand-held transceiver is a cellular phone, personal data assistant, or laptop computer.

17. (Original) The system according to claim 11, wherein the URL is a specific embedded page of a website.

18. (Original) The system according to claim 11, wherein the URL is received by a respective hand-held transceiver operated by respective interested user only when the respective interested user initiates communication with the transmitter, whereby the URL is selectively received.

19. (Original) The system according to claim 11, wherein the URL is transmitted with a filtering code adapted to be used in a respective hand-held transceiver to avoid receiving interference or incorrect information.

20. (Original) The system according to claim 11, wherein the URL may be received, previewed, stored, activated, or transferred by a respective user using a respective hand-held transceiver.

21. (Original) A method of facilitating the dissemination of information comprising the steps of:

providing a target comprising:

a display that is visible to a plurality of interested users,

a memory assembly adapted to receive and store URL related to the display,

a transmitter adapted to transmit the URL, and

an identifier that indicates to the plurality of users that the target comprises the memory assembly and transmitter;

receiving and storing the URL in the memory assembly;
transmitting the URL

whereby a respective interested user upon seeing the display and graphic identifier may use a respective hand-held transceiver to receive the URL transmitted by the target.

22. (Currently Amended) The method according to claim 21, wherein the information display is ~~an advertisement~~ one of a plurality of store displays, and a website hub controls the rotation of URLs to said plurality of store display by time of day or by store depending on respective locations and time zones.

23. (Currently Amended) The method according to claim 21, wherein the URL information is on a timer system ~~transmitter assembly comprises a radio frequency transmitter or an infrared transmitter.~~

24. (Original) The method according to claim 21, wherein the transmitter is an active transmitter, whereby the URL is substantially constantly available to the plurality of interested users.

25. (Original) The method according to claim 21, wherein the transmitter is a passive transmitter, whereby the respective hand-held transceiver is adapted to provide energy that activates the transmitter.

26. (Original) The method according to claim 21, wherein the hand-held transceiver is a cellular phone, personal data assistant, or laptop computer.

27. (Original) The method according to claim 21, wherein the URL is a specific embedded page of a website.

28. (Original) The method according to claim 21, wherein the URL is received by a respective hand-held transceiver operated by respective interested user only when the respective interested user initiates communication with the transmitter, whereby the URL is selectively received.

29. (Original) The method according to claim 21, wherein the URL is transmitted with a filtering code adapted to be used in a respective hand-held transceiver to avoid receiving interference or incorrect information.

30. (Currently Amended) The method according to claim 28, further comprising data mining of users who initiate communication with the transmitter 21, ~~wherein the URL may be received, previewed, stored, activated, or transferred by a respective user using a respective hand-held transeeiver.~~